THE TRUTH BLURTS DEPT.

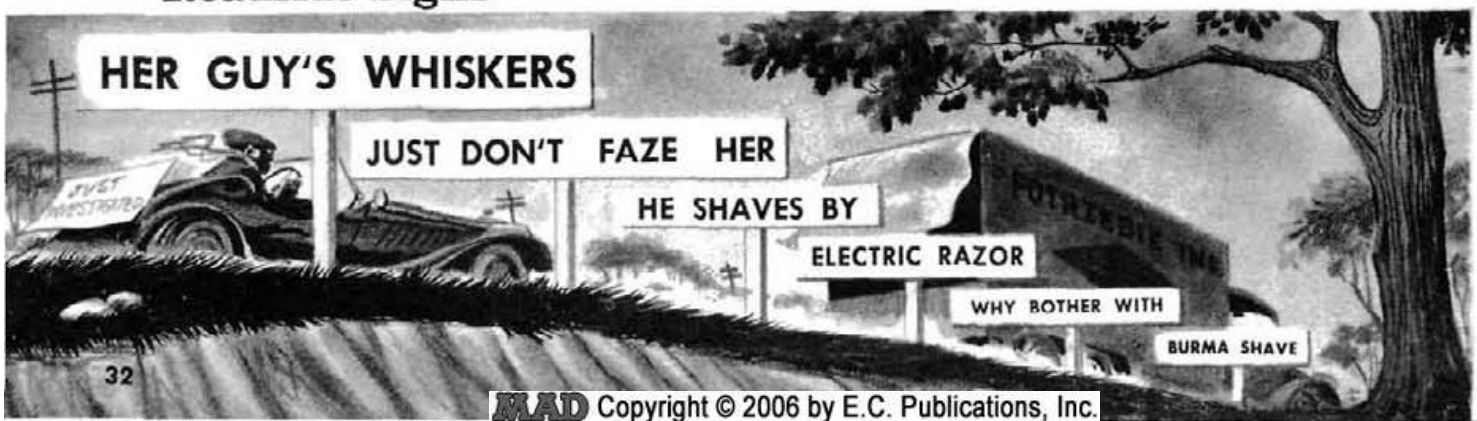
Pressured by recent Congressional Investigations into abuses in TV advertising, Madison Avenue has promised to clean house, and attempt to eliminate any duplicity and dishonesty in their commercial claims. Frankly, we think they'll fail miserably in this attempt, because the only way they could succeed would be to go all the way! And then we would all be seeing these sickening examples of

HONEST

Radio Commercials

TV Commercials

Roadside Signs



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Incidentally, you may want to introduce props into your "MAD Y'OX"... like the following... which employ a square...

ADS

Yellow Page Listings

673
TELEVISION REPAIR (CONT.)

NANCY & BILL'S FIX-IT HEAVEN
1325 N. Mz.....SNaver 7-0000

NOT QUITE A-1 TV REPAIR
*INADEQUATELY TRAINED TECHNICIANS
*NIGHT CALLS GENERALLY IGNORED
*INFERIOR PARTS USED EXCLUSIVELY
*RIDICULOUSLY PADDED PRICES
1566 E. Cwznfsk.....ODmont 8-5999
"We take your set, then we take you!"

NUFSKY'S TV & STALL SHOWER DOOR REPAIR
RFD 4, PO Bx 367.....YOkel O-ring 2

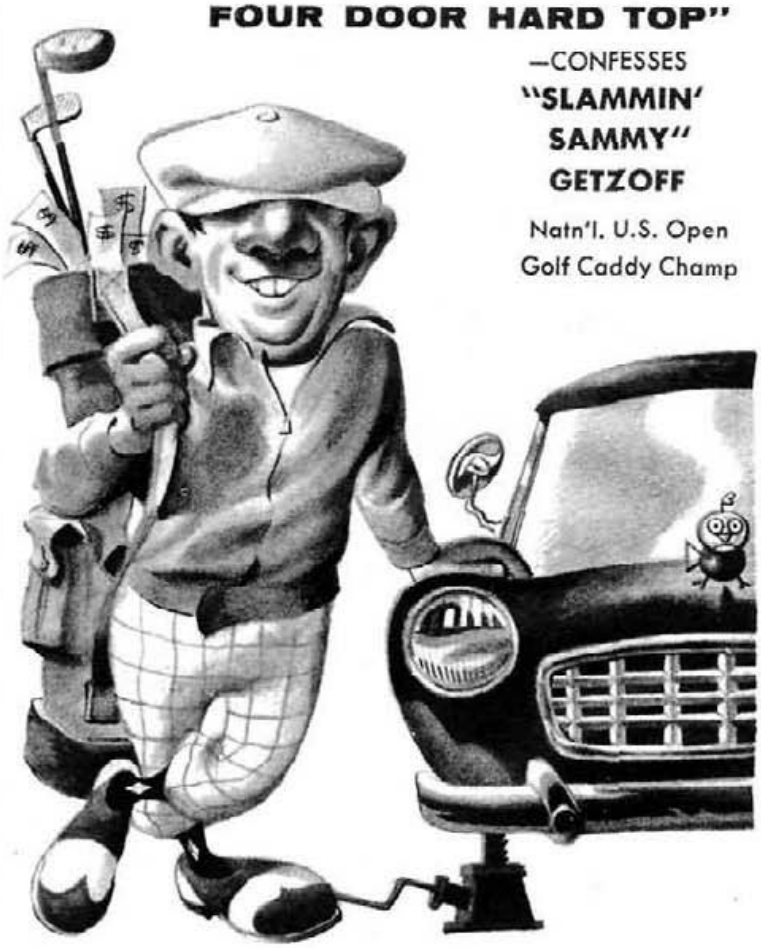
Magazine Ads

"I've been paid to say...

I Like the New 1960 FIREBIRD

FOUR DOOR HARD TOP"

—CONFESSES
"SLAMMIN' SAMMY" GETZOFF
Natn'l. U.S. Open
Golf Caddy Champ



"IF YOU DRIVE A CAR AS HARD AS I DO, HERE ARE SOME FACTS YOU SHOULD KNOW ABOUT THE NEW 1960 FIREBIRD:

1. The **FIREBIRD** makes no fantastic economy claims. 8 miles a gallon is all you'll get with this baby, even with a stiff tail wind. In fact, a **1960 FIREBIRD** finished dead last in the recent Mobilgas Economy Run, averaging a little better than 7.3 mpg, with cheating. 2. **FIREBIRD's** patented **finger-tip** steering, **float-o-matic** drive, and **feather-touch** brakes were all given their fancy copyright names by an ad man who has never even driven a **1960 FIREBIRD.** 3. You can own a **FIREBIRD** for as little as $395 down and $97 a month (for 36 months, after which all you will owe is the small sum of $4,978 in interest and net carrying charges). 4. Driving over 20,000 miles a year in all kinds of weather over all kinds of roads, my last five cars have all been **FIREBIRDS.** I'm trapped good, because no one but a **FIREBIRD** dealer will take my old car on a trade-in.

SO IF YOU WANT TO ENJOY ROOMINESS, LOW MAINTENANCE AND ECONOMY, GET A RAMBLER!"

The New 1960 FIREBIRD **FOUR DOOR HARDTOP**

PRICES START AT $3995

That is, the list price FOB Detroit. It doesn't include state and local taxes, freight charges (which are plenty) and normal cost-padding by unscrupulous dealers. It also doesn't include any optional equipment, without which, the car won't go. All told, the very cheapest stripped down model will run well over $5000 any way you look at it.

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Newspaper Ads

STOREWIDE CLEARANCE SALE!

MINK-DYED

Simulated

MUSKRAT

FUR COATS

Actually Field Mouse with a bad dye job. Cheaper than Mink, but still more expensive than a lot better stuff available elsewhere. We originally planned on charging $179.95 for them. Now, because we're hoping to make an even more ridiculous profit, they're only

$239.95

Men's White Broadcloth Shirts

$4.95 EACH

At least the manufacturer told us they were broadcloth. However, he also told us they were Sanforized, *and we know that's a lie,* because they've shrunk since they came in. Our price is no bargain, either, unless you're a hard-to-fit midget!

UNIQUE BUY IN TOTS' SNOWSUITS

The unique part is that our buyer was the only one in town idiot enough to load up on these lemons!
*UN-REINFORCED KNEES AND ELBOWS
*ASSORTED DIRT-CATCHING COLORS
Buy several! One won't last even a lethargic kid through the winter!

$14.95

NEUMAN'S DEPARTMENT STORE

NOTICE: We are not responsible if our underpaid clerks attempt to short-change customers.

OPEN AFTERNOONS FROM NOON — 3 PM FOR OUR OWN CONVENIENCE
UNCOMFORTABLY NOT AIR-CONDITIONED

Workers with pneumatic drills often have impaired hearing [illegible] have shown that typists in noisy surroundings lose [illegible] of [illegible] world to-day, it is small wonder that,

Outdoor Billboards

WHEN COLD WEATHER STRIKES...

Bet you won't get started with

FURDICO

LOW OCTANE SUPREME

"THE REGULAR GAS AT A PREMIUM PRICE"

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Junk Mail

MUTUAL OF MUNCIE

"Serving the Nation Since Early 1959"

HOME OFFICE
Drawer "J"
General Delivery
Muncie, Indiana

TELEPHONE
Ace Cafe
QX-8-0099
Ask for Sam

Dear Friend:—
Congratulations on your recent decision not to return the prepaid post card we sent you some time back. This post card, as you may recall, ostensibly would have resulted in your receiving more information about our **Health & Accident Insurance** without cost or obligation to you.

As you apparently had the good sense to realize, returning that post card would have placed you under plenty obligation. In fact, rather than free information, we would have sent out a high-pressure salesman who would have informed you that signing that card was a legal commitment to buy a policy.

We feel that you exhibited excellent judgment and insight in neglecting to take any action on our offer. Frankly, ours is a pretty shaky firm with a long record of disreputable dealings.

Even at best, in these days of inflation, insurance is one of the worst investments you could make.

Sincerely,
Y. Otis Wuber
President

Monthly Newsletters

TELEPHONE TID-BITS

PUBLISHED MONTHLY
BY THE GREATER MUDVILLE TELEPHONE CO.

VOL. 4 APRIL-MAY-JUNE 1960 NO. 2

YOUR PHONE BILL STILL INCLUDES 10% FEDERAL TAX!

Yes, more than 14 years after the end of World War II, your phone bill remains your only utility expense on which you still pay a 10% "Wartime Emergency" tax.

Your telephone company, in defense of your interests, is spending a great deal of money working for repeal of this inequitable levy. You will note (by your bill) that we are attempting to recoup this ill-advised expense through an increased rate on your local calls beginning this month.

We shall, of course, continue to fight against this 10% Federal tax. The way your phone company looks at it, repeal of the tax would result in such unbridled joy on your part that we would be able to slip through another good-sized general rate increase without you noticing it. Either way, it's coming out of your pocket, and we feel that it would be nicer for us to get the money rather than the government. So please write your congressman urging repeal of this tax, since we find that public pressure is more economical for us than direct bribery.

"Show me a man who knows how to spend a penny, waste a penny, give away a penny, and save a penny, and I'll show you a clod!"—Voltaire

Movie Posters

LESS DRAMATIC THAN "HIGH NOON"!
NOT AS GOOD AS "CIMARRON"!
DULLER THAN "SHANE"!

"Bad Day At Dry Creek"

starring

RUD WINGATE
In his worst performance since "Teen-Age Weirdy"!

DEBBY IVAR
In her first starring role which just didn't work out!

TAB LUDLOW
Who looks like Gary Cooper but can't even act as good!

Filmed In
TECHNICOLOR
But Processed Poorly

Not Photographed In
CINEMASCOPE
'Cause It Costs Too Much

STEREOPHONIC SOUND
But Not Synchronized With The Picture

Produced By Xxxx Xxxxxxx* Directed By Yyy Yyyyyyyyy*
Screen Play By Zz Zzzzzzzz* Based On A Novel By Ooo Ooo*

*Actual Names Withheld by Request

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